ENG1203- TECHNICAL COMMUNICATION

BUSINESS CORRESPONENCE

Instructor: Amika Lewis

By the end of this lesson, students will

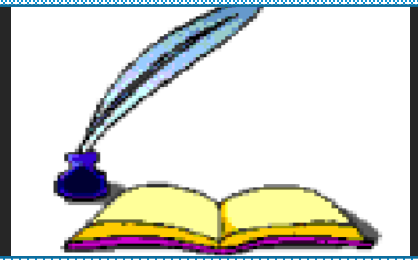
01 identify and differentiate between various types of Business correspondences

02 identify key structural components of business correspondence

03 differentiate between formal and informal tone and structure in business communication

What is a business Correspondence

Business correspondence is defined as written communication between two parties in an exchange. It is a professional survival skill



During business correspondence exchanges, both parties' points of view, as well as ideas and information must be communicated.

(Yaghubyan, 2024)

Types of Business Correspondences

Letters

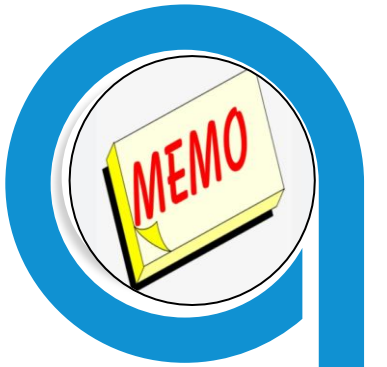
Business Letters

For professional communication between organizations, clients, or employees to convey official information.

Emails

Emails

There are many varieties of business emails to use depending on your industry, products and marketing approach.



Memo

Memo/Memorandum

Used to efficiently communicate, inform, or request action across an organization.

Report

Reports

Business reports are structured documents used to convey data, analyze information, and provide recommendations to guide organizational decision-making, track performance etc

(Business Correspondence, 2025)

Business Letters

Professional Business Offer Letter

April 10, 2050

Thomas Wright

CEO and Head Project Architect

Spectrum Architecture

707 Cedar Drive

Hillcrest, FL 33124

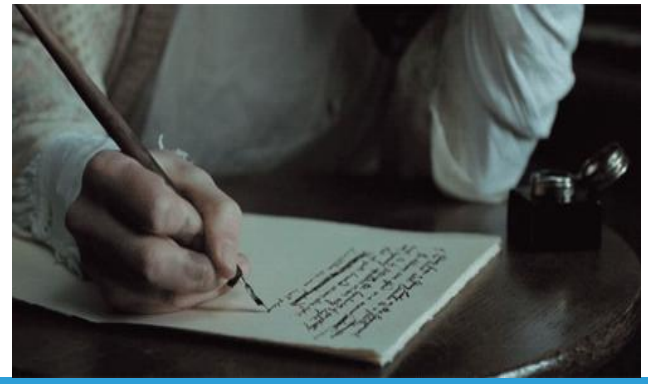
Dear Mr. Wright,

I am excited to present a unique business opportunity with our company. Our team believes your experience and expertise would be an excellent match for this potential business venture. We're prepared to offer you a valuable role within our company under terms that we're confident will be mutually beneficial.

A detailed proposal of our offer and further information about the potential responsibilities and benefits will be sent to you shortly. We believe in open and transparent communication and will be more than happy to address any questions you may have about the proposed opportunity.

We eagerly look forward to a positive response and the potential for a prosperous collaboration. Don't hesitate to get in touch with me directly if you require further information or clarification.

Yours sincerely,
Earl Baker

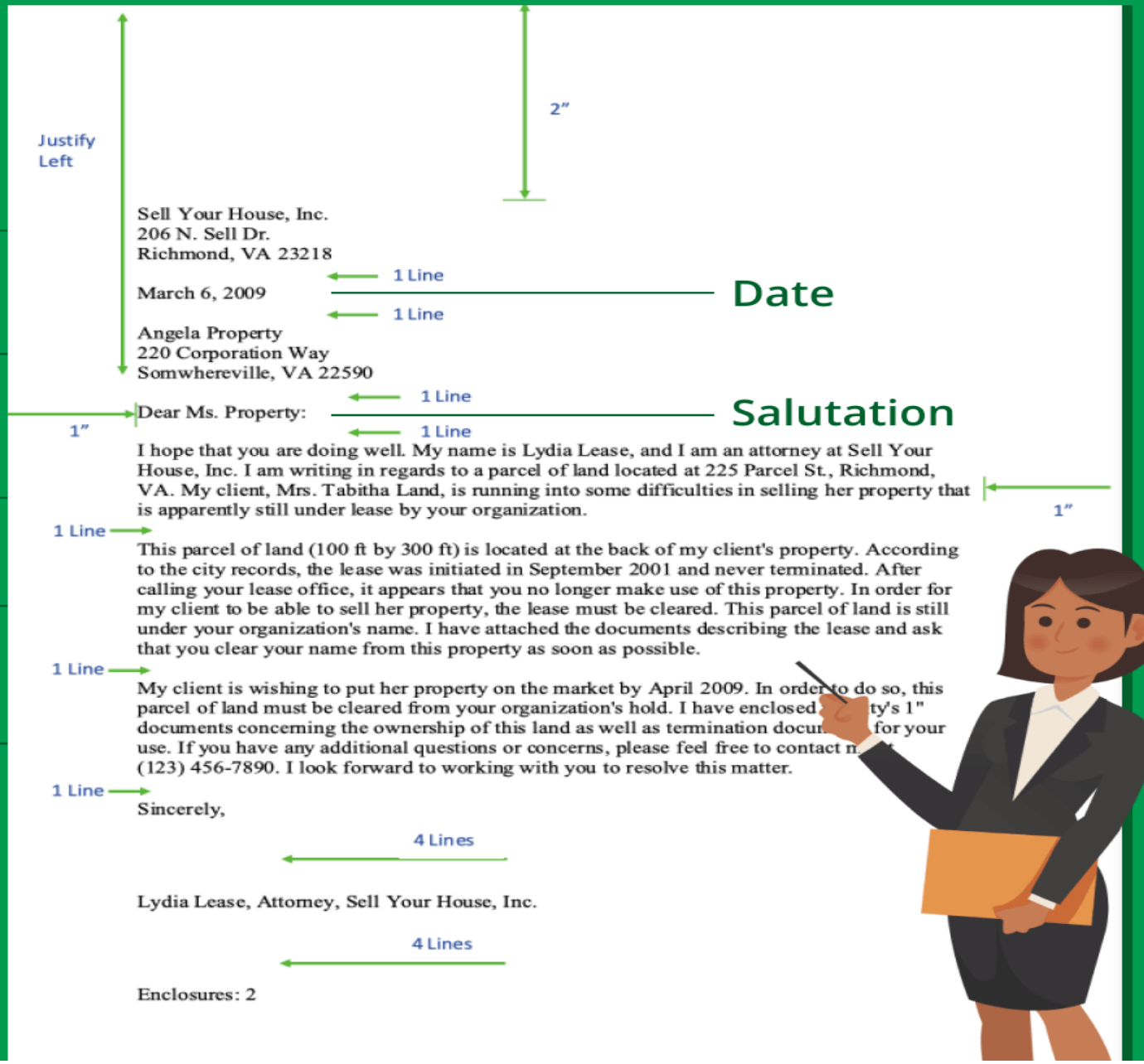


Business letters are written messages to a person or group within a professional setting. Business letters are used when the writer would like to be formal and professional. Letters may vary in length depending on the writer's objective, purpose, and message of the letter. The letter can address anyone including, but not limited to: clients and customers, managers, agencies, suppliers, and other business personnel or organizations. It is important to remember that any business letter is a legal document between the interested parties.

(Yaghubyan, 2024)

BUSINESS LETTER FORMAT

- Senders address
- Recipients contact
- Introduction
- Body
- Closing


Justify Left
2"
Sell Your House, Inc.
206 N. Sell Dr.
Richmond, VA 23218
1 Line
March 6, 2009
Date
1 Line
Angela Property
220 Corporation Way
Somwhereville, VA 22590
1 Line
Dear Ms. Property:
Salutation
1 Line
1"
I hope that you are doing well. My name is Lydia Lease, and I am an attorney at Sell Your House, Inc. I am writing in regards to a parcel of land located at 225 Parcel St., Richmond, VA. My client, Mrs. Tabitha Land, is running into some difficulties in selling her property that is apparently still under lease by your organization.
1"
1 Line
This parcel of land (100 ft by 300 ft) is located at the back of my client's property. According to the city records, the lease was initiated in September 2001 and never terminated. After calling your lease office, it appears that you no longer make use of this property. In order for my client to be able to sell her property, the lease must be cleared. This parcel of land is still under your organization's name. I have attached the documents describing the lease and ask that you clear your name from this property as soon as possible.
1 Line
My client is wishing to put her property on the market by April 2009. In order to do so, this parcel of land must be cleared from your organization's hold. I have enclosed
ty's 1"
documents concerning the ownership of this land as well as termination docu
for your
use. If you have any additional questions or concerns, please feel free to contact n
(123) 456-7890. I look forward to working with you to resolve this matter.
1 Line
Sincerely,
4 Lines
Lydia Lease, Attorney, Sell Your House, Inc.
4 Lines
Enclosures: 2

(*Writing Business Letters Professionally. Format and Examples Included | Leave Board*, 2025)

Business Emails

Hi [first name],

I hope this email finds you well! [Mutual connection] suggested that I reach out to you because we both share a common [interest, industry, pain point].

I took a look at your business and noticed that [personalized comment based on research]. I think we can offer some valuable insights and solutions to help you [business outcome].

Would you be open to setting up a call to discuss this further? I'm available [suggested dates and times] and would love to hear your thoughts.

Thank you for your time, and I look forward to hearing back from you soon.

Best,
[Your name]

A Business email is a method of business communication that plays an essential role in establishing relationships with colleagues, partners, and sponsors. It is one of the most efficient and high-quality ways to communicate with clients, potential customers, suppliers, staff, bank managers, and industries around the world. Unlike regular emails, Business emails are structured and always polite.

(cmcbinus, 2023)

Formal Email

1. From: Janet Hugues
2. Sent: 10 January, at 9:10AM
3. To: Frank Bonkowski
4. CC: Craig Gonzales
5. Bcc: Jacky Lestrange
6. Subject: New Book
7. Attachment: Press release.doc

8. Dear Mr. Bonkowski,

9. I thought you may be interested in The Pocket Writer's Guide, a new book that may benefit your readers.

Please let me know if you are interested in seeing a copy or would be interested in speaking with the author, Susan Barnes. I am including the text of our press release in an attachment.

I look forward to hearing from you.

10. Best regards,

11. Janet Hughes
Director of Publicity
12. Nash Public Relations
360 Madison Avenue, Suite 103
New York, NY 10011
13. 212-602-4008 x15

14. www.nashpr.com

15. Twitter: @NPRinc

1. Name of person sending the email
2. Date and time
3. Name of person receiving the email
4. Other person receiving the message
5. Another person receiving the email without the sender knowing
6. Content of the email
7. Document sent separately, not included in the email
8. Greeting or opening
9. Body of the emaiil
10. Closing
11. Sender's name and title
12. Company and address
13. Telephone number
14. URL or website address
15. Social media link

Memo/Memorandum

Memorandum

TO: GTS Sales Staff

FROM: Karen Moore

CC: Mr. John Sakazaki

DATE: April 18, 2008

SUBJECT: Customer Presentation

The JSKL Marketing presentation you prepared last week to showcase our new product line was exceptional!

Your enthusiasm, sales strategy, and product knowledge were impressive and certainly sealed the deal with Mr. Lockhart!

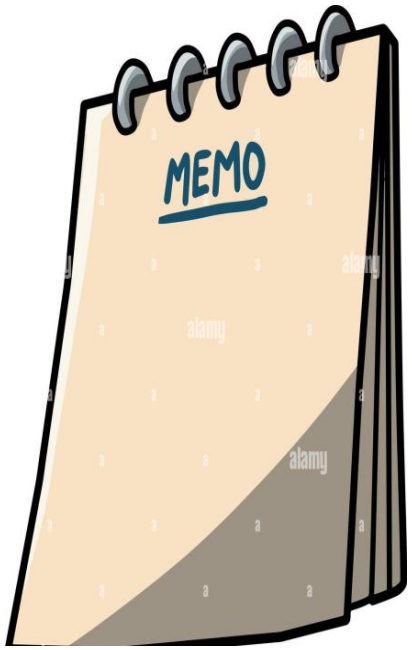
Thank you for your outstanding work and dedication. Bonus checks will be distributed next week.

My sincere congratulations to all of you!

Short for memorandum, a memo is a brief message used for internal office communications. A memo can be used for a variety of reasons, from company announcements and policy changes to project updates or reminders. Due to its versatile purpose, it's important to know how to use them.

Even though a memo is a concise communication tool, it is designed to inform a large group of people usually. Memos tend to be about a specific issue, proposed solution, or upcoming event. They serve not only to convey essential information, but also to outline a clear action plan with specific next steps, ensuring everyone involved understands their role in addressing the matter at hand.

(*Adobe Acrobat*, 2023)



MEMORANDUM

DATE: October 23, 2018

TO: All Staff

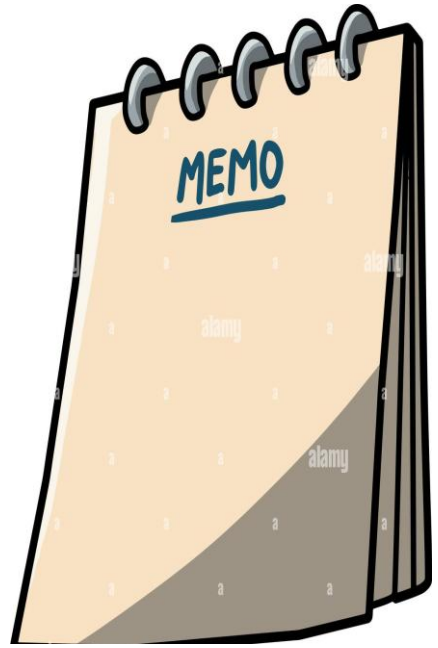
FROM: John Smith, Director, Marketing Department

SUBJECT: Kelsey's Baby Shower

I am writing to inform you of a baby shower we're planning for Kelsey Johnson, before she leaves on maternity leave.

The party will be held on the 2nd floor, in conference room 2B, on Friday, October 30, 2018.

Pizza will be provided by the company. RSVP to John Smith by Wednesday, October 28, and please include in your RSVP any dietary restrictions.



Business Report

A business report is a formal document meticulously crafted to deliver information in a structured manner, customized to suit a particular audience or objective. It serves to present data, research findings, recommendations, and other pertinent information with clarity, brevity, and order. These reports vary in length and intricacy based on context and audience, typically comprising sections such as an introduction, a main body housing data or findings, a conclusion encapsulating key points and offering recommendations, references citing sources, and appendices for supplementary documents or materials.

(GeeksforGeeks, 2024)

Structure and Format of Business Report

Structure:

Your Business Report should follow the structure as outlined below:

Title page

- Title: 10-12 words
- Student names
- Students numbers and class
- Course name
- Date
- University name (GIHE)
- Signed statement of authorship

Executive Summary – shortened version of the report.

Table of Content

- Introduction of common challenge / issue (100 words)

- Body - each pair of students will write 600 words per company on the following elements – make sure you indicate the names of each pair of students.
  - Presentation of the company
  - Causes & Consequences
  - Solutions

- Conclusion – generic to the 3 companies (100 words)

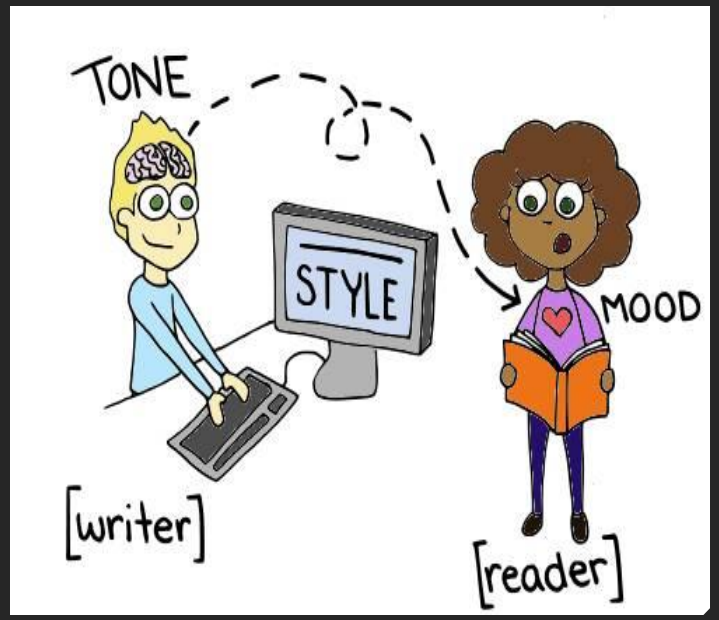
Reference List

Appendices (if applicable)

STRUCTURE AND TONE

FORMAL VS INFORMAL

BUSINESS CORRESPONDENCES



Ever sent an email that was misunderstood? Or maybe you've received a message that rubbed you the wrong way, even though the content was harmless? That's the power of tone and style in business communication. It's not just about what you say—it's about how you say it.

Structure and Tone.

What exactly are they?

Tone

Tone refers to the attitude or emotion conveyed through your words. It's how your writing "sounds" to the reader. Are you coming across as friendly, formal, urgent, or maybe even harsh? Tone can significantly impact how your message is received.

Structure

Structure is about how your writing is expressed. It includes your choice of words, sentence structure, and overall approach to writing. Your structure can make your correspondence feel personal and engaging or distant and impersonal.

(Rewrite Pal, 2024)

Formality & Audience

We cannot set Tone and structure without first understanding our audience.

- **Who is this writing intended for?** Is it a client? My boss? A colleague?

- **Purpose for writing-** Are you informing? requesting? Delivering news?

In any communication situation, audiences are most likely to notice, pay attention to and respond to messages that promise to address their concerns. Delivering the information readers require is essential while also maintaining good standards of etiquette, emphasizing the positive and using bias free language.

(Bovee & Thill, 2010)

The Importance of Tone and Structure in Business Correspondence

Professionalism

Using the appropriate tone and style reflects your professionalism. It shows that you understand the business environment and respect your colleagues and clients. A well-crafted message can enhance your reputation.

Clarity

The right tone and style can make your message clearer and prevent misunderstandings. Ambiguity can lead to confusion and mistakes, so it's crucial to express yourself clearly.

Relationships

A considerate tone can strengthen relationships, while a poor tone might damage them. People are more likely to respond positively when they feel respected and understood.

Company Image and Efficiency

Structured correspondence saves time by making information easy to find, while a professional tone reflects positively on the organization. This improves overall efficiency and maintains a strong corporate reputation.

(Rewrite Pal, 2024)

Adopting the "You" Attitude

The "you" attitude involves speaking and writing in terms of your audience's wishes, interests, hopes and preferences.You can adopt the "you" attitude by replacing terms that refer to yourself and your company with terms that refer to your audience. In other words, use you and your instead of I, me, mine, we, us and ours.

Instead of This	Write This
Tuesday is the only day that we can promise quick response to purchase order requests; we are swamped the rest of the week.	If you need a quick response, please submit your purchase order requests on Tuesday.
We offer MP3 players with 50, 75, or 100 gigabytes of storage capacity.	You can choose an MP3 player with 50, 75, or 100 gigabytes of storage.

Of course you will have occassions when it is entirely appropriate to write or speak from your perspective, such as when you are offering opinions or reporting something you have seen. However, even in those instances make sure you focus on your readers' needs.

Be aware that the "you" attitude is more than simply using particular pronouns, its a matter of respecting and being genuinely interested in your recipients.

- If you are writing to a retailer, try to think like a retailer.
- If you are dealing with a production supervisor, put yourself in that position.
- If you are writing to a dis-satisfied customer, imagine how you would feel at the other end of the transaction.

It is important to note that on some occassions it is better to avoid using "you", particularly if doing so will sound overly authorative or accusing. For instance, instead of saying:
" You failed to deliver the customer's order on time." You could avoid the confrontational tone by saying "The Customer didn't recieve the order in time."

(Bovee & Thill, 2010)

Good Etiquette

Good etiquette not only indicates respect for your audience but also helps foster a more successful environment for communication by minimizing negative emotional reaction:

Although you may be tempted now and then to be brutally frank, it is important to express the facts in a kind and thoughtful manner.

Instead of This	Write This
Once again, you've managed to bring down the website through your incompetent programming.	Let's review the last website update so that we can identify potential problems before the next update.
You've been sitting on our order for two weeks, and we need it now!	Our production schedules depend on timely delivery of parts and supplies, but we have not yet received the order scheduled for delivery two weeks ago. Please respond today with a firm delivery commitment.

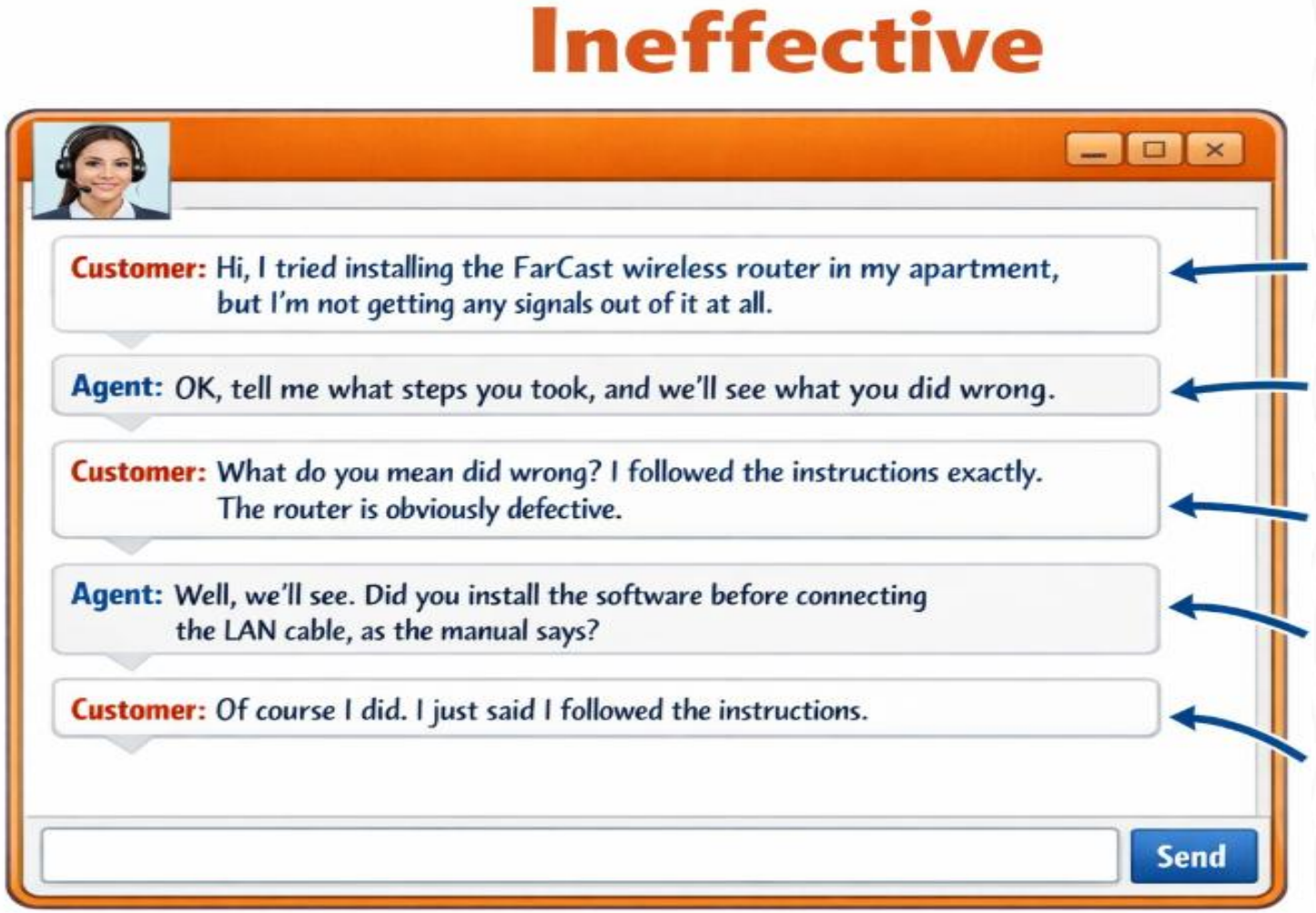
(Bovee & Thill, 2010)

Fostering a positive relationship with your Audience

When speaking, your words are softened by your tone of voice and facial expression. Plus, you can adjust your approach according to the feedback you get. If you inadvertenly offend someone in writing, you don’t get the immediate feedback you would need to resolve the situation. This is another reason why the structure of your Business correspondence is crucial.

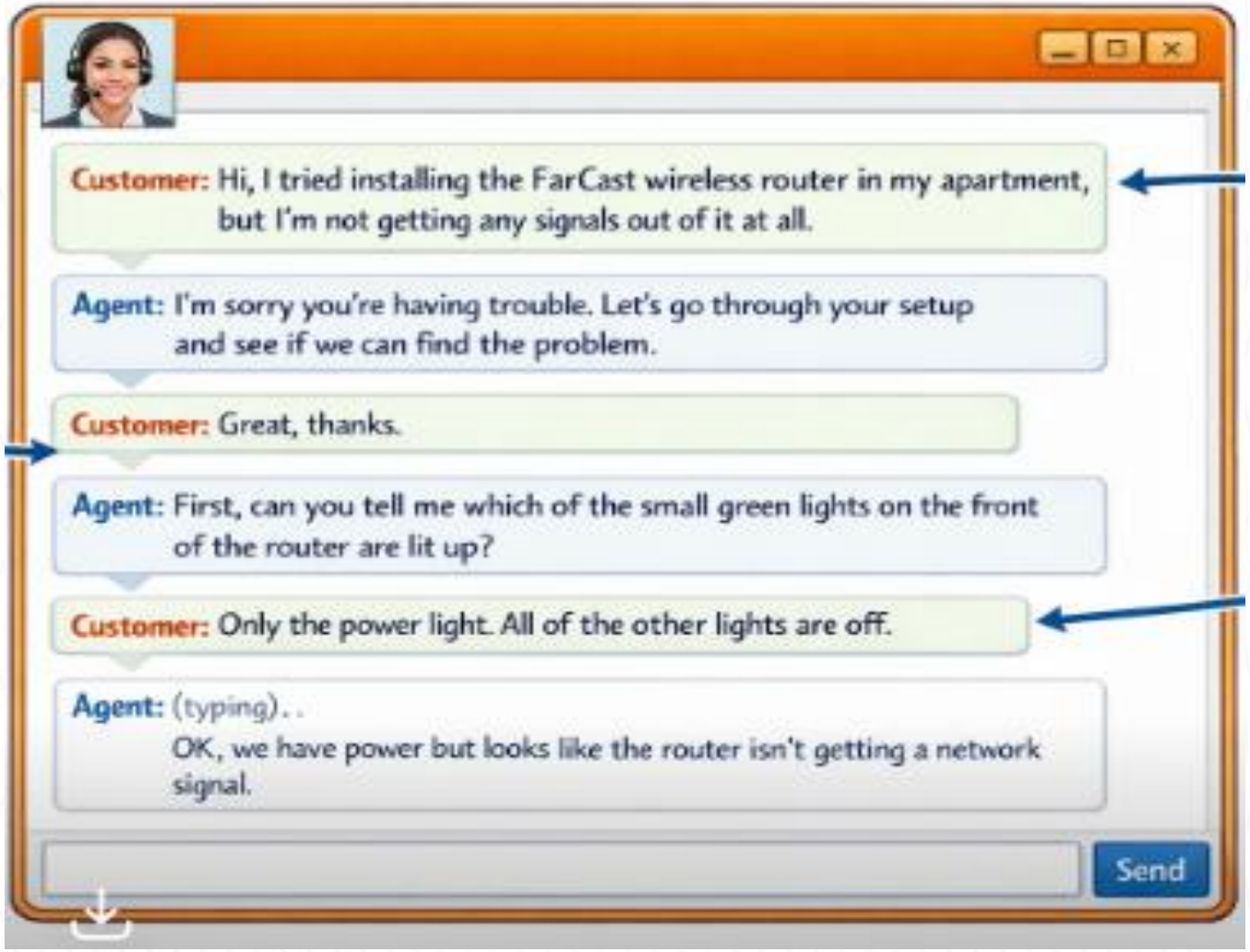
(Bovee & Thill, 2010)

(Activity)
Suggest what ways the sales representative could have improved her approach


Ineffective
Customer: Hi, I tried installing the FarCast wireless router in my apartment, but I'm not getting any signals out of it at all.
Agent: OK, tell me what steps you took, and we'll see what you did wrong.
Customer: What do you mean did wrong? I followed the instructions exactly. The router is obviously defective.
Agent: Well, we'll see. Did you install the software before connecting the LAN cable, as the manual says?
Customer: Of course I did. I just said I followed the instructions.
Send

(Bovee & Thill, 2010)

Effective


Customer: Hi, I tried installing the FarCast wireless router in my apartment, but I'm not getting any signals out of it at all.
Agent: I'm sorry you're having trouble. Let's go through your setup and see if we can find the problem.
Customer: Great, thanks.
Agent: First, can you tell me which of the small green lights on the front of the router are lit up?
Customer: Only the power light. All of the other lights are off.
Agent: (typing)..
OK, we have power but looks like the router isn't getting a network signal.
Send

(Bovee & Thill, 2010)

Emphasizing the Positive

You will encounter situations throughout your career in which you need to convey unwanted news. However, sensitive communicators understand the difference between delivering negative news and being negative.
Never try to hide the negative news and be dishonest but look for positive points that will foster a good relationship with your audience.

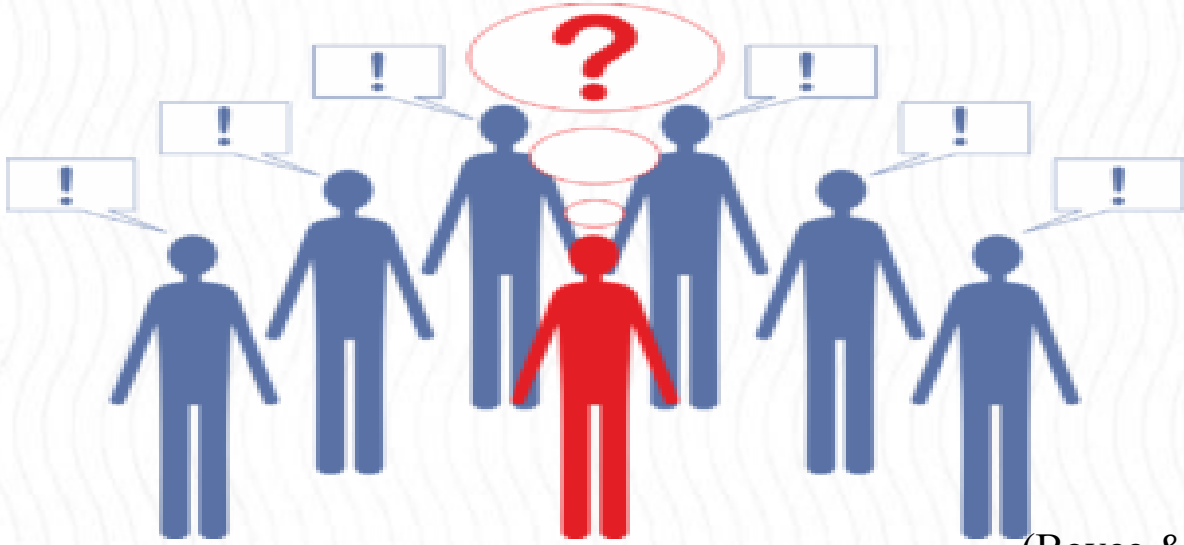
Instead of This	Write This
It is impossible to repair your laptop today.	Your computer can be ready by Tuesday. Would you like a loaner until then?
We wasted $300,000 advertising in that magazine.	Our $300,000 advertising investment did not pay off; let's analyze the experience and apply the insights to future campaigns.

(Bovee & Thill, 2010)

Using Bias free language.

Bias free Language avoids words and phrases that unfairly and even unethically categorize or stigmatize people in ways related to gender, race, ethnicity, age or disability. Contrary to what some might think, biased language is not simply about “labels”

To a significant degree, language reflects the way people think and what they believe and biased language may well perpetuate the underlying stereotypes and prejudices that it represents.



(Bovee & Thill, 2010)

Using Bias free language cont'd.

Some forms of bias language include:

- **Gender bias-** Avoid sexist language by using the same labels for everyone.

Examples	Unacceptable	Preferable
Gender Bias		
Using words containing *man*	Man-made	Artificial, synthetic, manufactured, constructed, human-made
	Mankind	Humanity, human beings, human race, people
	Manpower	Workers, workforce
	Businessman	Executive, manager, businessperson, professional
	Salesman	Sales representative, salesperson
	Foreman	Supervisor
Using female-gender words	Actress, stewardess	Actor, flight attendant
Using special designations	Woman doctor, male nurse	Doctor, nurse
Using *he* to refer to "everyone"	The average worker ... he	The average worker ... he or she *OR* Average workers ... they
Identifying roles with gender	The typical executive spends four hours of his day in meetings.	Most executives spend four hours a day in meetings.
	The consumer ... she	Consumers ... they
	The nurse/teacher ... she	Nurses/teachers ... they
Identifying women by marital status	Mrs. Norm Lindstrom	Maria Lindstrom *OR* Ms. Maria Lindstrom
	Norm Lindstrom and Ms. Drake	Norm Lindstrom and Maria Drake

(Bovee & Thill, 2010)

Using Bias free language cont'd.

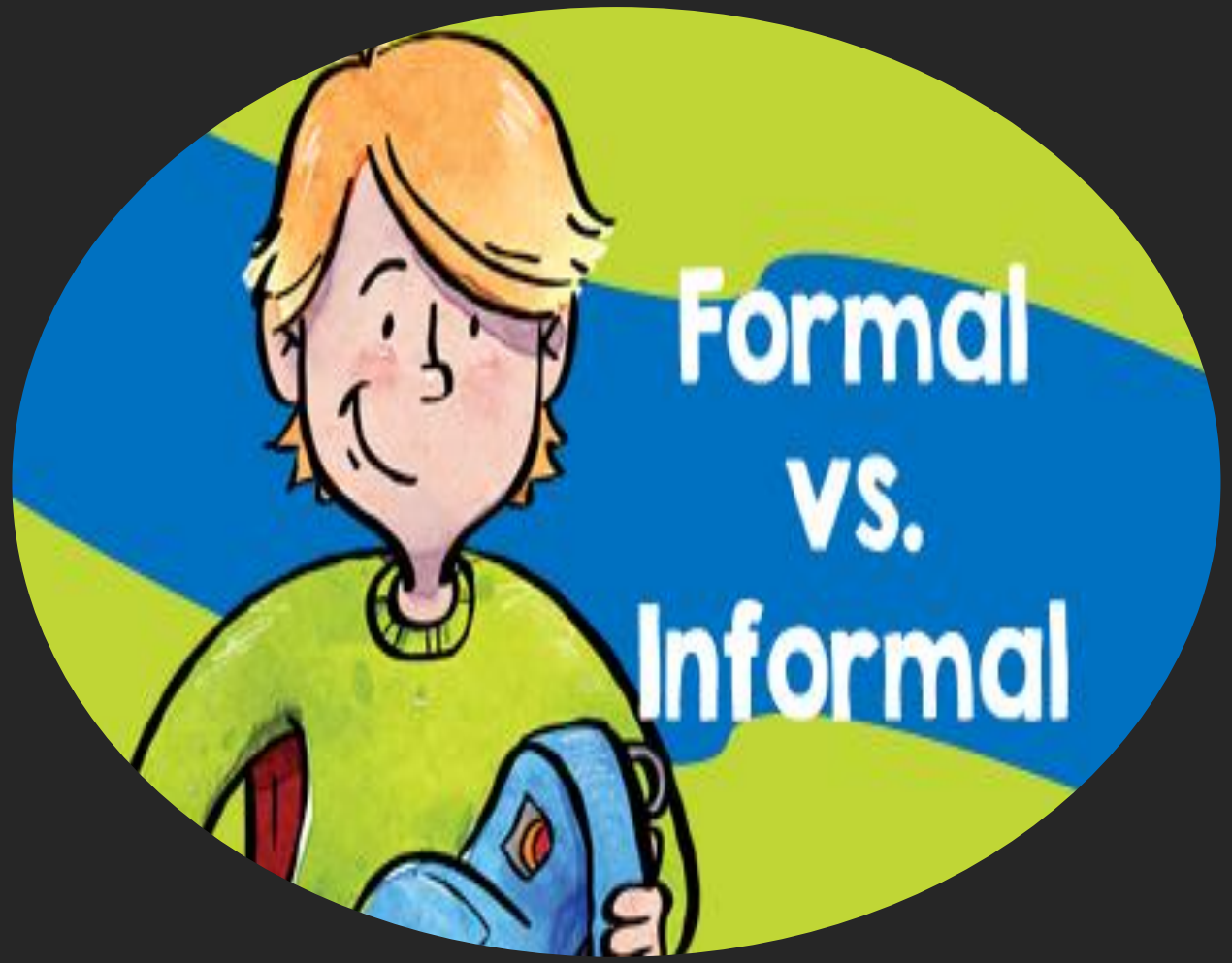
- **Racial and ethnic bias-** Avoid Identifying people by race or ethnic origin unless such Identification is relevant to the matter at hand- (this is rarely the case)

- **Age bias:** Mention the age of a person only when it is relevant. Moreover, be careful of the context in which you use words to refer to age, such words carry a variety of positive and negative connotations E.G Young can imply youthfulness but also inexperience and immaturity, depending on how it is used.

- **Disability Bias**: As the other labels, Physical, mental, sensory or emotional impairments should never be mentioned in business messages unless those conditions are directly relevant to the suject. If you must refer to someone's disability put the person first and the disability second.

(Bovee & Thill, 2010)

BUSINESS CORRESPONDENCE STRUCTURE AND TONE



Formal Emails vs Informal Emails

FORMAL STRUCTURE

- Subject line
- Professional greeting (“Dear Mr./Ms.”)
- Introduction/Body
- Closing (“Sincerely,” etc.)
- Signature

FORMAL TONE

Formal emails are professional, polite, and well structured, used when addressing bosses, clients, or institutions.

INFORMAL STRUCTURE

- Optional subject line
- Casual greeting (“Hi/Hey”)
- Conversational body
- Casual sign-off (“Best,” “Cheers”)

INFORMAL TONE

Informal/ casual emails use relaxed language with everyday expressions and are sent to friends or close coworkers.

Formal Letters vs Informal Letters

FORMAL STRUCTURE

- Sender's address
- Date
- Recipient's address
- Formal salutation ("Dear Sir/Madam")
- Body
- Formal closing ("Yours sincerely")

FORMAL TONE

Formal letters use professional format and serious tone for official communication such as business or job applications..

INFORMAL STRUCTURE

- (Optional) Address/Date
- Casual greeting ("Hi Jane,")
- Friendly body
- Casual closing ("Take care")

INFORMAL TONE

Informal letters are less structured and more personal, typically sent to friends or family.

Formal Memorandum vs Informal Memorandum

FORMAL STRUCTURE

- Heading (To, From, Date, Subject)
- Purpose statement
- Body Details
- Conclusion/Action

INFORMAL STRUCTURE

(No widely recognized casual memo format — memos are almost always workplace professional.)

FORMAL TONE

Memos are used for internal professional communication and organized with clear headings and concise content.

INFORMAL TONE

Memos are primarily professional documents; casual “notes” or short team messages would be among the most informal memos.

Formal Report vs Informal Report

FORMAL STRUCTURE

- Title Page
- Table of Contents
- Introduction
- Body (Sections with headings)
- Conclusion
- Recommendations
- References

FORMAL TONE

Formal reports are highly structured, objective, and used for research, analysis, evaluation, or decision-making.

INFORMAL STRUCTURE

Informal reports may still be structured but are shorter with a simple heading, summary, main points, and conclusion.

INFORMAL TONE

Informal reports are less rigid and report on everyday workplace issues in a simpler format.

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LOONEY TUNES
"That's all Folks!"
CLAMPETT
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